

GOOGLE PPC ADS FOR CANADA

ROOFING SERVICE BUSINESS

How Strategic Google Ads Optimization
Generated Quality Leads for a USA Roofing
Business in One Month.



CLIENT

Bains Roofing



INDUSTRY

Roofing Services Business



LOCATION

Alberta, Canada



SERVICE

Google PPC Ads

Campaign Overview

QUALIFIED LEADS

220+

In just 30 days

CONVERSION RATE

17%

Industry leading

1.31k

CLICKS

\$9.1k

COST

\$35+

COST PER LEAD

Timeframe: Dec 1 – Dec 31, 2026

CLIENT GOALS & CHALLENGES



POOR TARGETING



Consistent, affordable flow of qualified roofing leads



Performance-driven Google Ads campaign without overspending



Better messaging to stand out in a crowded market



Client needed **quality leads**, not just click



THE CHALLENGE



Tight budget—needed real ROI fast



Lots of competition in the Canadian roofing business market



Generic ads from past campaigns didn't attract the right audience



Weak targeting led to wasted click



Previous campaigns had **low conversion rates**

WHAT I DID



APPROACH

Data-driven strategy focused on maximizing quality leads with minimal budget

KEY FOCUS

High-Intent Keywords + Quality Messaging
+ Real-Time Optimization



OBJECTIVES



Quality Over Volume



Mobile Optimization



Budget Efficiency



HIGH-INTENT KEYWORDS

Focused on keywords specific to roofing business & Canada locations

01



TRUST-BUILDING AD COPY

Wrote copy addressing pain points & creating instant trust

02



MOBILE-OPTIMIZED FLOW

Built clean, mobile-optimized landing pages for conversions

03



REAL-TIME DATA ADJUSTMENTS

Used live data to adjust bids, search terms & ad extensions

04

RESULTS OVERVIEW



KEY METRICS

TOTAL CLICKS

1.31K

High engagement

QUALIFIED LEADS

220+

In just 30 days

COST

\$9.1K

Wide cost

COST PER CONV.

\$35+

Budget efficient

PERFORMANCE RATES

CONVERSION RATE

17%

Industry leading

CLICK-THROUGH RATE

6.62%

Strong performance

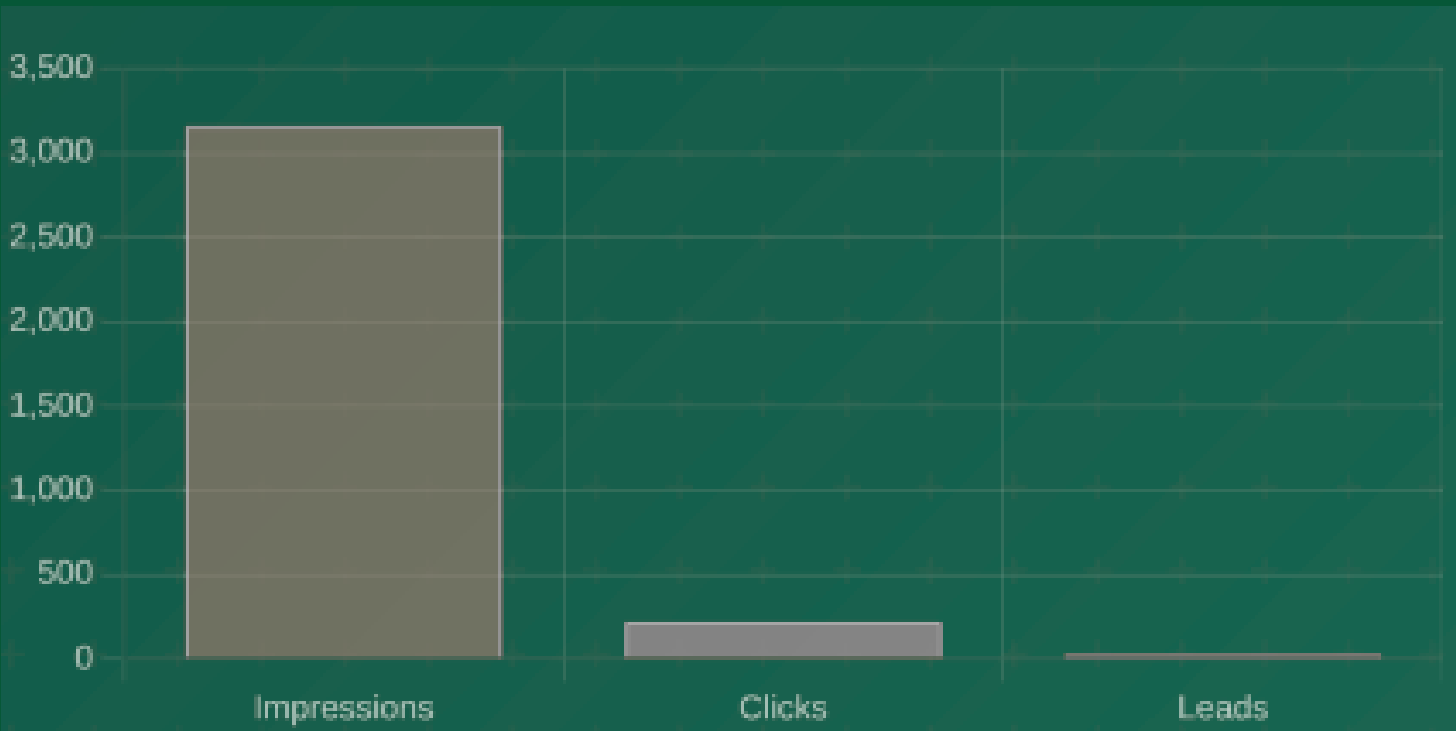
ROI ACHIEVED

\$9.6K

Total value of qualified leads



PERFORMANCE BREAKDOWN



KEY ACHIEVEMENTS

In just 30 days

220+

QUALIFIED LEADS

4× industry average

17%

CONVERSION RATE

EXCEPTIONAL ROI

Quality leads without big budgets

HOW WE KEY LEARNINGS & CALL TO ACTIONIT



WHAT YOU CAN OPTIMIZATION

- 1 **SPEND SMARTER**, not more—quality over quantity
- 2 **RIGHT FUNNEL + MESSAGE + TARGETING** = high ROI
- 3 **CLEAN EXECUTION WINS** even in competitive niches
- 4 **QUALITY LEADS** don't require big budgets just sharp strategy



Abu Hosain

Local Business Growth Expert
Meta & Google Ads Specialist



READY TO SCALE YOUR BUSINESS?

Want to Scale Without Wasting Your Budget?
keyword research

I help roofing businesses and all kinds of local service providers turn ads into real, repeatable results.

BOOK A FREE STRATEGY CALL



KEYWORD RESEARCH

High-intent terms



AD COPY

Trust-building messaging



LANDING PAGES

Mobile-optimized



REAL-TIME DATA

Continuous optimization

Message Me for a Free Consultation